

# iStreet Network Limited

CIN L51900MH1986PLC040232

(Old Name – Principal Pharmaceuticals & Chemicals Ltd.)

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## iStreet expands its network of Internet Retail Stores by over 200% in Q3

iStreet Network Ltd. (BSE: ISTRNETWK) at its Board Meeting held on 27<sup>th</sup> January 2015 has approved and taken on record the unaudited financial results for the quarter ended 31<sup>st</sup> December 2014. Financial Results are uploaded on Company's website [www.istreetnetwork.com](http://www.istreetnetwork.com)

iStreet Network works on the innovative concept of Internet Retail Store, called as "iStreet Bazaar" stores. These stores are a fusion of 'online-offline' retail. These stores are run on virtual inventory concept whereby the store owner (called 'Network Partner') can offer over thousands of products from a 10'x10' store. For Network Partner, the model works on ZERO RISK and ZERO INVESTMENT in inventory. Through its path-breaking and out of the box concept, the Company believes that it is empowering the common man of India and introducing to them Digital, yet Reliable India.

During the quarter, the Company has set up 518 new iStreet Bazaar stores in Gujarat & Maharashtra taking total stores to 728 as on 31<sup>st</sup> December 2014 that covers approximately 7 crore common people. This significant network expansion during a single quarter was possible due to an extremely efficient process developed by the Company. The Company further plans to launch iStreet Bazaar Internet Retail Stores in the states of Madhya Pradesh, Chhattisgarh and Goa. The Company has been continuously creating the Internet Retail Store Network (infrastructure capacity) and is moving into increasing revenue from these stores.

The Company expanded its product offering by launching (beta) products from Home & Kitchen category in addition to Memory Devices, Mobiles & Mobile Accessories, Laptops & Laptop Accessories, Computer Peripherals products and Cameras during the quarter. The Company is pivoting to build greater number of transactions and versatile product portfolio. Focused strategies like creating a hub for FMTP (fast-moving technology products) such as memory cards, pen drives and other storage devices are being implemented to deliver the benefit of eCommerce to the last mile consumer. Product categories like fashion accessories and fashion apparel are also in pipeline for launch at iStreet Bazaar stores.

During the last quarter, the Company successfully completed issue of equity shares and warrants successfully. The fund shall be utilized for funding its expansion plan.

For iStreet Network Limited

Ruchi Seksaria  
Company Secretary

## Safe harbor statement

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.

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